

TVB, INC.

OFFICE OF MANAGEMENT AND BUDGET
PRESENTATION

STAGES – PMTA

EACH SKU BEING \$500,00 – 1 MIL EACH

- FIRST STAGE \$9 MIL – \$18 MIL
- 18 + TOBACCO FLAVORS NEEDED
- SECOND STAGE \$25 MIL – \$50 MIL
- 50 + FLAVORS NEEDED
- THIRD STAGE ATOMIZERS AND BATTERIES 5 MIL – 50 MIL
- 5 - 50

INDUSTRY SURVEY

7206 RESPONDENTS

- 6,898 USE VAPOR PRODUCTS EXCLUSIVELY
- 6,963 PURCHASE AT LEAST ONCE A MONTH
- 2,607 SPEND OVER \$20 A MONTH WHILE 2,704 SPEND OVER \$50 A MONTH
- SPENDING REPORTED TOTAL \$182,817 – \$553,363 PER MONTH
- REPORTED MEDICAL EXPENSES SAVED MONTHLY \$400,150 =
 - **7206 AMERICANS REPORT SAVING \$4,801,800 PER YEAR ON MEDICAL AND PHARMACEUTICALS**

PROPOSED REGULATION CHANGES

- CHANGES TO THE GRANDFATHER DATE
- STREAMLINED/EXPEDITED PMTA PROCESS FOR E-LIQUIDS AND DEVICES